



[www.rochesterworks.org](http://www.rochesterworks.org)

## NEWS

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## Business Owners – Learn Strategies to Take Your Business International at this Free Workshop

*Rochester, NY—March 8, 2010—*RochesterWorks! ([www.rochesterworks.org](http://www.rochesterworks.org)) will offer a special workshop for businesses interested in taking their businesses international on Thursday, March 18 from 1-3 P.M. on strategies for taking your business international.

The workshop will be presented by Laurie DeRoller, Executive Director of the International Business Council of Greater Rochester NY (IBC) and held at the United Way Building at 75 College Avenue. There is no charge to attend and parking is free.

The world is flat, which means more opportunities for companies to make money 24/7. If your company has a product or service that you have considered offering abroad, this workshop will help you to identify what to consider as well as action steps to take. Attendees will join Laurie DeRoller, Executive Director of the IBC to discuss:

- What to consider when taking your business international.
- Where to begin the process, should you target certain countries.
- Local success stories that have benefited from going international.
- Which industries are thriving abroad.

**Laurie DeRoller** brings a strong international business background and passion for trade. Prior to her taking the reigns of the IBC, Laurie served as an Officer of the Board for the IBC since 2000. Her private consulting firm provided hands on assistance to regional businesses with export or import needs. She worked several years in the semiconductor industry and at major freight forwarders gaining additional expertise in trade.

To register to attend this free workshop, contact Diane Lewis at (585)258-3545 or [dlewis@rochesterworks.org](mailto:dlewis@rochesterworks.org). Registration is required, and seating is limited.

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RochesterWorks! is dedicated to helping Monroe County develop a strong workforce. RochesterWorks! helps job seekers find jobs, move to higher paying jobs or get training

*to improve skills. RochesterWorks! assists businesses with recruitment, assessment, placement and training, and connects them to all federally funded employment and training programs in Monroe County. RochesterWorks! has helped attract millions of dollars in funding to support Monroe County companies and organizations.*

*Services are available at two convenient full service Career Centers at 255 North Goodman Street and 276 Waring Road in Rochester. Services are free of charge.*

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