



THE WOMEN'S BUSINESS CENTER AT
Community First Fund™

FOR IMMEDIATE RELEASE

Contact: Stephanie N. Kessler
Senior Associate, Marketing
Phone: 717-393-2351; ext. 112
Fax: 717-393-1757
skessler@commfirstfund.org

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**THE WOMEN'S BUSINESS CENTER AT COMMUNITY FIRST FUND TEACHES
ASPIRING ENTREPRENEURS BUSINESS BASICS**

Reading, PA... The Women's Business Center at Community First Fund will hold its Business 101: Introduction to Business seminar on Monday, September 29th from 3 - 5 pm. The class will be held at the Community First Fund's Reading office located at 505 Penn Street, 2nd Floor. The two-hour seminar is intended for individuals interested the possibility of starting a business and individuals who have been in business one year or less and who need to evaluate their current operations.

The seminar will explain the fundamental requirements for success as an entrepreneur. This seminar will help individuals: weigh considerations in starting a business; evaluate strengths and weaknesses in starting a business; understand and adapt life experience (skills) to the business arena; understand the need for thorough business development through planning and research. Additional highlights include: characteristics of a successful business owner; understanding components of an ideal business model; key steps to understanding and building a business plan.

"We offer these courses to provide training to people who otherwise couldn't afford it," said Dan Betancourt, Community First Fund President. "Residents of under-served communities have ideas for viable businesses. For one reason or another, they may not have had the opportunity that would put them in a position to open their own business," Betancourt said. "If we can help those individuals succeed, we help that person, their families and their neighborhoods. That's the work we want to accomplish."

Community First Fund is a non-profit loan fund that provides business financing, one-on-one counseling services, and training to businesses and residents in a thirteen-county area of central Pennsylvania. The organization currently operates offices in York, Harrisburg, Lancaster, Reading, and Exton. Its Women's Business Center has a Women's Business Loan Fund providing loan capital to start-up and existing women-owned businesses. Funding and technical assistance support for the Women's Business Center at Community First Fund is partially provided by the U.S. Small Business Administration.

To register for this free seminar, contact Community First Fund at 717-393-2351 or email Jamie Frey at jfrey@commfirstfund.com. For more information on Community First Fund and its Women's Business Center, visit www.commfirstfund.org.

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