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Business Insight Series Continues Into 2010 with January 28 Keynote Presentation by John Semcken III, Vice President, Majestic Realty, and Principal on the Proposed Los Angeles NFL Stadium: Series Addresses Solutions to Toughest Business Challenges

SAN BERNARDINO, CA (January 18, 2010) On the heels of two sold out sessions in 2009, the Business Insight Series, presented by the County of San Bernardino, Estrada Strategies and the San Manuel Indian Bingo & Casino, continues into 2010 with a January 28 presentation by John Semcken III, vice president, Majestic Realty who will address Change Management and Leadership. A workshop presentation will be held by Dr. Rob Irwin, owner, The Sport of Mind Institute.

The Business Insight Series is designed to help Inland Empire businesses survive and thrive. Every CEO-oriented session features a workshop presentation, interactive business exercise followed by a major keynote speaker. Attendees also receive a workbook of valuable tools and information to use to improve their business right now.

The first two Business Insight Series sessions held in 2009 were sold out. The January 28 session is followed by a presentation on February 25 featuring Maria Contreras-Sweet, founding chairwoman of Promérica Bank. Prior to founding Promérica Bank, Maria served for five years (longest ever) as the Secretary of Business, Transportation and Housing Agency for the State of California, where she managed a \$14 billion budget and a workforce of over 42,000.

"We've gotten such a great response. Attendees are coming back and bringing friends and customers," notes Ruben Estrada, CEO, Estrada Strategies, a national business training, coaching and monitoring program for small to medium-size businesses. "They've really responded to the caliber of speakers and the interactive format."

Additional sessions include: The Art of Nurturing Your Customers to Capture New Markets (February 25); Leveraging Information Technology for Future Growth (March 25); The Art of Branding (April 29).

All sessions, including breakfast and lunch, are held inside The Pines at San Manuel Indian Bingo & Casino located at 777 San Manuel Blvd. in Highland, Calif. They run from 8 am to 1:30 p.m. Tickets are \$65 per person. Sponsorship opportunities are available. For ticket information, contact, Lori Estrada at 909.476.3510 or order on line at [www.businessinsightseries.eventbrite.com](http://www.businessinsightseries.eventbrite.com). For sponsorship, contact Patty Holohan at 909-794-3027 or by email at [psholoha@aol.com](mailto:psholoha@aol.com). Information on upcoming sessions and registration is at [www.businessinsighseries.com](http://www.businessinsighseries.com).

#### About San Manuel Indian Bingo & Casino

San Manuel Indian Bingo & Casino is Southern California's one-stop destination for entertainment and fun. The casino is just 70 minutes from downtown Los Angeles and a short drive from LA-Ontario International Airport. Guests enjoy 3,000 of the latest slots, live poker and Vegas-style blackjack, high-limit gaming, high-stakes bingo, incredible entertainment, sumptuous dining and generous player's reward program. Owned and operated by the San Manuel Band of Mission Indians, the casino has been providing fun and excitement since 1986. Since that time, players have received over \$2 billion in cash, prizes and giveaways, making any visit to San Manuel an exciting and memorable experience. For additional press releases, media kits and photos, please access our online press room at <http://www.sanmanuel.com/page.htm?pageld=9126>. For more information on San Manuel Indian Bingo & Casino, please visit their Web site at [www.sanmanuel.com](http://www.sanmanuel.com) or call 800-359-2464.

#### About Estrada Strategies

Ruben Estrada founded Estrada Strategies with the vision of helping small and medium-sized business owners to succeed. In his sixteen years as a corporate executive, Ruben saw far too many businesses fail because their owners lacked the tools they needed. To meet that need, Estrada Strategies developed the Core Disciplines of Business. These Core Disciplines, implemented through business training/coaching and the CEO Club sessions, form a strategy for successful business management.

#### About the County of San Bernardino

Located at the heart of Southern California, one of the world's most lucrative economies, the County of San Bernardino is the largest county in the contiguous United States. Its vast borders stretch from the greater Los Angeles area to the Nevada border and the Colorado River encompassing a total area of 20,160 square miles. Comprised of 24 cities, the County of San Bernardino is one of the fastest growing counties in the nation with almost 2 million residents. Its assets include numerous colleges and universities supporting a strong, diverse workforce along with an unparalleled collection of highways, runways and railways that lead to regional, national and international business centers. The county also benefits from natural assets such as acclaimed mountain resorts, Joshua Tree and Death Valley national parks, Western rivers and local and regional parks.

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