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**Business Insight Series To Address What Business Needs To Survive; Six-Part Program To Cover
Motivating Employees, Strategic Planning and Leveraging Information Technology,
Among Other Critical Topics**

Sessions Kick Off October 29, 2009 inside The Pines at San Manuel Indian Bingo & Casino with Keynote Speaker Chip Conley, CEO of California's Most Successful Collection of Boutique Hotels and author of PEAK

SAN BERNARDINO, CA (September 28, 2009) If reports are accurate, then the US economy may be starting to experience a recovery. For this reason it is critical that businesses, especially small to medium-sized operations, take the right strategic steps to realize the maximum gain from any positive momentum in the economy. To ensure they are prepared, the County of San Bernardino, Estrada Strategies and the San Manuel Indian Bingo & Casino are sponsoring a six-part Business Insight Series designed to help Inland Empire businesses survive and thrive. Each session will address a topic critical to business success today.

"This region has always been a leading location for economic growth. We want to encourage that growth and support the businesses who call the County of San Bernardino home," said Gary Ovitt, Chairman and Fourth District Supervisor, San Bernardino County. "The information that will be presented throughout this series will provide a significant advantage for our businesses, their employees and certainly for our communities which benefit from a healthy and vibrant work environment."

The Business Insight Series kicks off October 29 with "**How to Build a Powerful Team**" featuring a panel of business experts and a keynote presentation by **Chip Conley, CEO of Joie de Vivre Hospitality**, California's largest boutique hotel company. Based on his most recent book, **PEAK: How Great Companies Get Their Mojo**, Chip's presentation will share his unique prescription for success based on the Iconic Hierarchy of Needs. This theory illustrates how employees, customers and investors are ultimately motivated by peak experiences--and he demonstrates how to create these for each using real-world examples from his own company and peak performers like Southwest Airlines, Apple, Whole Foods Markets, and Harley-Davidson.

"This really is a complete package for business," notes Ruben Estrada, CEO, Estrada Strategies, a national business training, coaching and monitoring program for small to medium-size businesses.

“We’re providing vision alongside real-world solutions and value-added workbook resources so that business owners leave these sessions with ideas and processes they can implement immediately.”

Additional sessions include: Strategic Planning for Business Growth (November 19); Change Management (January 28); 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 will be held inside The Pines at San Manuel Indian Bingo & Casino located at 777 San Manuel Blvd. in Highland, Calif., will run from 9 am to 1:30 p.m. with lunch included. Tickets are \$69 per person. Sponsorship opportunities are still available. For ticket information, contact, Lori Estrada at 909.476.3510 or order on line at www.businessinsightseries.eventbrite.com. For sponsorship, contact Patty Holohan at 909-794-3027 or by email at psholoha@aol.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 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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