

THE REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE

MEMORANDUM

TO: REDEVELOPMENT AGENCY BOARD	FROM: HARRY S. MAVROGENES EXECUTIVE DIRECTOR
SUBJECT: SEE BELOW	DATE: JANUARY 21, 2010

INFORMATION

SUBJECT: SAN JOSE RESTAURANT SEMINAR

As part of the Redevelopment Agency's on-going effort to retain businesses in this challenging market, the Agency is hosting a San Jose Restaurant Seminar entitled "Survive to Thrive". Restaurateurs are invited to learn innovative ways to strengthen business operations and prosper during this time. Topics include a Q&A Roundtable with two local restaurant finalists from Bravo TV's Top Chef show, Survival Strategies for Today's Restaurateurs, and Marketing/PR Tactics to Promote Your Business and Encourage Financial Investors.

This half-day event will be taking place on Monday, January 25, 2010, from 12:30 p.m. to 4:30 p.m., at the San Jose-Silicon Valley Chamber of Commerce office located at 101 West Santa Clara Street. This event is free to all attendees.

The seminar is a follow-up to the very successful San Jose Restaurant Bootcamp seminar, which took place in June 2009. Restaurants located in Redevelopment Projects Areas within Downtown and neighborhood retail areas have been invited to attend.



HARRY S. MAVROGENES
Executive Director

Encl. – Invitation for San Jose Restaurant Seminar

Survive to Thrive San Jose Restaurant Seminar

You are invited to a **free** half-day event for **local restaurateurs** to learn innovative ways to **strengthen business operations** and **thrive** in this challenging economy.

MONDAY, JANUARY 25, 2010

Registration 12:00 PM

Program 12:30 – 4:30 PM

Location San Jose Silicon Valley Chamber of Commerce Office
101 West Santa Clara Street, San Jose

PLEASE RSVP to Christine Velasquez at 408.795.1818 or christine.velasquez@sanjoseca.gov

SEMINAR TOPICS

Top Chef Roundtable – Q&A with Mattin Noblia and Laurine Wickett, Bravo TV's Top Chef Contestant Finalists

Survival Strategies for Today's Restaurateur

Marketing/PR Tactics to Promote Your Business and Encourage Financial Investors

Sponsored by the
San Jose Redevelopment Agency



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