

For Immediate Release
Contact: Melody Biringer
206.282.0173

SHOP/08 Keeps Independent Businesses Healthy

One-day conference educates and inspires owners

SEATTLE, WA, January 30, 2008 – On Monday, March 3, SHOP/08 marks its second year for this one-day conference designed to support independent business owners. Attendees include retailers, spa and gym owners, travel agents, yoga teachers, creatives, self-employed service providers, and consultants of different stripes.

The purpose of SHOP/08 is to provide practical information, offer wise encouragement and build camaraderie. This is accomplished through expert speakers, panel discussions, breakout sessions and vendors whose services support the unique needs of business owners not affiliated with large corporations or chains. "Independent businesses keep the marketplace diverse and add character and soul to our communities," comments SHOP/08 founder, Melody Biringer, herself a lifelong entrepreneur and independent business owner. "Independent owners are particularly courageous. They need a community to support them, and this is the purpose of SHOP/08."

Presentation and breakout session topics include:

- Turn Your Passion Into Profit: Straight Talk From Women Entrepreneurs
- High Impact Low-Cost Marketing
- Web Marketing Success Stories
- What Your Customer Wants Next: Staying Up To The Minute And Translating Trends Into Strategy
- Capital With Confidence: Decreasing Your Cost And Improving Your Bottom Line
- Hit Send...Email Marketing
- Be True To Your Brand: Do You Have A Business Soul?

Some of the speakers at SHOP/08 are:

- Jacqui Boland, Founder Red Tricycle
- Jessica Campbell, Owner Spa Scotta
- Lara Feltn, Co-Founder Biznik
- Sharelle Klaus, Founder DRY Soda
- Kelley L. Moore, King 5 Lifestyle Expert
- Eliza Ward, Co-founder ChefShop.com
- Maggie Winkel, Startup Junkie

Monday, March 3

Seattle Center's Northwest Rooms

8:00 a.m. to 5:00 p.m.

Single tickets: \$100. Two or more: \$75

For more information, please visit the SHOP/08 website:
<http://craveparty.com/shop08/index.htm>

SHOP/08 will also take place in Portland, Oregon on Monday, March 10