



THE CITY OF SAN DIEGO  
Community and Economic Development Department  
sponsors

## **“Expert Insights for Small Business Success”**

**A new series of seminars presented by business experts and designed to assist small businesses in San Diego.**

**The first of the Expert Insights Series will be held on  
Wednesday, November 12, 2003  
Holiday Inn Sports Arena  
3737 Sports Arena Boulevard  
San Diego, CA 92110  
3:30 PM – 6:30 PM**

**Topics include:**

### **Make Sense Marketing**

**Presenter: Dee Sanford, Speaker, Consultant & Trainer  
TV Host of the Christian Business Forum  
Dee Sanford International**

### **Small Business Legal Structures**

**Presenter: Spencer C. Skeen, Esquire  
Schwartz, Semerdjian, Haile, Ballard and Cauley, LLP**

### **Permit, Zoning and Signage for Small Business**

**Presenter: Terry Marshall, Small Business Liaison  
City of San Diego – Development Services Department**

**You must RSVP at (619) 685-1390 to attend. Space is Limited.**