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PRESS RELEASE

Northwest Philadelphia Business Association Coalition plans for its future!

On January 23, 2007, a breakfast meeting and business development seminar, *Cooperative Promotion*, was hosted by the Northwest Philadelphia Business Association Coalition (NWPBAC) for several of its members, the Wadsworth, West Oak Lane (WOLBA) and Mt. Airy business associations. The event was sponsored by Councilwoman Marian Tasco and Sovereign Bank.

The NWPBAC was founded in 2006 to support each member association in their business objectives and build a network that encourages collaborations. "The coalition has a total of eight members", stated Karyn Conway, the WOLBA Manager and one of the coordinators of the event. "Our other members include five additional business associations: Belfield, Chestnut Hill, Nicetown, Stenton Avenue, and Wister. All of the member associations will participate in future events."

"This workshop was the first in a series for 2007 that NWPBAC plans for its eight members and we are very pleased that Councilwoman Tasco has already committed to sponsoring our entire workshop series for this year", commented Ms. Conway. The series of educational workshops is intended to strengthen and support the commercial and business corridors in the Northwest area of Philadelphia.

The speaker, Chris Johansen, President of Market Knowledge, is a small business consultant that develops workshops designed to educate business owners and entrepreneurs on starting, building and maintaining businesses, in a competitive market. The *Cooperative Promotion* topic presented ways in which businesses can share customer groups and data to increase their bottom line. This first seminar topic underscored the main purpose for the formation of the coalition.

The door prizes given were free services, business courses, and gift certificates which were donated by Liberty Tax Service, Brown's Linens, Ogontz Grill & Sidewalk Café, and The Business Center who are all members of NWPBAC. The prizes were well thought out reflecting the Coalition's objective to support its members and strengthen the network of businesses in the Northwest.

For information about the Northwest Philadelphia Business Association Coalition, contact Karyn Conway at 215-927-5454 or kconway@OARCPhilly.org.

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