



Austin Regimbal  
509.491.3238  
austin.regimbal@tricityregionalchamber.com  
www.tricityregionalchamber.com

FOR IMMEDIATE RELEASE  
March 21, 2018

## MARCH BUSINESS DEVELOPMENT UNIVERSITY SEMINAR TO HELP BUSINESSES MARKET AT TRADE SHOWS

KENNEWICK, Wash. – Dee Boyle, Marketing Guru at Windermere Group One, will be the featured speaker at the Tri-City Regional Chamber’s Business Development University (BDU) event on Thursday, March 29.

The course, titled “Expo Like a Pro!” will teach the following subjects:

- How to create a trade show strategy
- Trade show objectives
- Tips and tricks to engage attendees at your booth

The seminar will be held from 3 – 5 p.m. in the Bechtel Board Room inside the Tri-Cities Business & Visitor Center (7130 W. Grandridge Blvd., Kennewick, WA 99336). Admission is \$25 for Regional Chamber members, \$35 for guests (non-members). Attendees are asked to RSVP by March 28 by phone at 509.736.0510 or [tricityregionalchamber.com](http://tricityregionalchamber.com). Walk-up registrations are also welcome. Coffee and light refreshments will be served.

Business Development University is proudly sponsored by Baker Boyer Bank. The BDU program provides affordable monthly training sessions to over 1,300 member organizations and to the public. For more information on BDU, contact the Tri-City Regional Chamber of Commerce Event Director, Tara Divers, at 509.491.3242 or [tara.divers@tricityregionalchamber.com](mailto:tara.divers@tricityregionalchamber.com).

The Tri-City Regional Chamber of Commerce is the catalyst, convener and champion for community and business prosperity. For further details about the Regional Chamber, visit [www.tricityregionalchamber.com](http://www.tricityregionalchamber.com) or call 509.736.0510.

###