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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

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FOR IMMEDIATE RELEASE:

EXPORT WORKSHOP OFFERED

CHARLESTON, IL.--"Exporting-What You Need to Know," a one day session designed to identify the requirements for successfully embarking on an exporting program, is being hosted by Eastern Illinois University's Business Development Center Sept. 19.

The public is invited to the workshop held from 8:30 a.m. to 4:30 p.m. at the Charleston Inn. Registration is \$25 per person, and includes lunch and refreshments. For more information, call Allen Messenger, Director of Eastern's Business Development Center, at 581-2913.

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EXPORT

Co-sponsored by Coles Together, the East Central Illinois Development Corporation, Mattoon Chamber of Commerce and Charleston Area Chamber of Commerce, the workshop will feature luncheon speaker Tim Monahan, President of The Thomas Monahan Company, Arcola, who will discuss the success of a small business in export markets.

During the workshop, representatives from the Illinois World Trade Center, Chicago, will address such questions as "How could your business benefit from an export program?" "How can market potential be determined?" and "What type of sales organization should be used?"

"Participants will hear about resources that can be used to simplify export operations, middlemen whose specialty is export, essential market criteria and more," said Messenger.