

**FOR IMMEDIATE RELEASE:**

***City, GUC, ECU to host M/WBE Mix-n-Meet-n-Learn, “Working Together, Making it Work”***

GREENVILLE, NC—The City of Greenville, Greenville Utilities Commission, and East Carolina University will host its 6<sup>th</sup> Annual Minority and/or Women Business Enterprise (M/WBE) Mix-n-Meet-n-Learn on Saturday, April 2, 2011. The business opportunity fair and educational symposium will be held at the East Carolina Heart Institute at ECU, 115 Heart Drive, Greenville, NC 27834. Registration and breakfast begin at 8:30am.

Business owners will have the opportunity to network and learn how to do business with large companies, institutions of higher education, government, and other public agencies. Included on this list is the event’s Superior Advantage sponsor, University Health Systems, owner of Pitt County Memorial Hospital. “Networking is one of the simplest and most effective ways for businesses to market and sell goods and services,” explained City of Greenville/GUC M/WBE Coordinator, Denisha Harris. “Events such as the Mix-n-Meet are invaluable opportunities for firms to mingle with potential business partners and cultivate those relationships that can lead to future business opportunities.”

Directing this year’s event is the theme, “Working Together, Making it Work.” The theme brings into focus the challenges and opportunities of an economy in transition. “Entrepreneurs are keenly aware that the days of ‘business as usual’ are a thing of the past,” states Harris. “Flexibility, adaptability, and a willingness to move outside of your comfort zone are the essential skills needed to stay competitive. Refining the way you do business both internally and externally is challenging but presents a world of opportunity.”

The organizers hope to highlight these internal and external opportunities through its educational symposium. Knowledge experts in the fields of marketing, finance, human resources, and business opportunity will present a panel discussion on “Retooling for the New Economy” to take a look at new and emerging best practices to help strengthen the way businesses operate. A second panel discussion will convene around the topic of “Joint Venturing for Success,” a look at how firms can work together to help each other accomplish similar goals. Firms who have joint ventured successfully on a national level will be in place to talk about the challenges and triumphs of joint venturing. Following each presentation, there will be an opportunity for questions and answers.

“We want businesses to walk away rethinking how they do business,” explained East Carolina University HUB Liaison Officer, Donna Lewis-Mayo. “Working with government as with other entities is about providing a quality product at the best price. We hope that the Mix-n-Meet will equip M/WBE and all business owners to be better prepared to do business.”

The event is free and open to the public. For additional information, contact Harris at 252.329.4862 or dharris@greenvillenc.gov or Mayo at 252.328.6858 or lewisd@ecu.edu. Registration for the event is available online at [www.greenvillencmwbe.org](http://www.greenvillencmwbe.org).

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