



City of Phoenix
COMMUNITY AND ECONOMIC
DEVELOPMENT DEPARTMENT

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PRESS RELEASE

Embrace Today Concepts & the City of Phoenix Encouraged Young Business Owners at the Young Entrepreneur Showcase

For immediate release.



Phoenix, November 1, 2006: After starting her own business at the age of 24 in January 2006, President & Inspirational Diva Allison Bell of Embrace Today Concepts quickly realized how many other 20-somethings also had the ‘entrepreneurial bug’. Bell admits, “I am a completely different person now that I own my company. I researched for 6 months how to set up a business and simply wanted to give my friends and the community critical start up business information. This is why I wanted

to create, plan and host the Young Entrepreneur Showcase.”



Bell and her company, Embrace Today Concepts, Inc, partnered with the City of Phoenix for the Young Entrepreneur Showcase which was held on October 28th, 2006 at Burton Barr Library in Phoenix. Over 75 guests attended the mini-conference which Allison Bell was the



emcee and presented a 15 minute presentation on ‘How to Combine Your Purpose, Power, and Passion to Become an Entrepreneur.’

“The focus for my company, Embrace Today Concepts, is trying to teach confidence through community service.

As business owners we all need an enormous amount of confidence so I explained that we can create community service initiatives right in our business plan. Our purpose in life is to help those in need and as entrepreneurs we have an amazing opportunity to show we care about others...”

Other speakers at the Young Entrepreneurs included Tony Hatcher, Procurement Manager from the City of Phoenix. Hatcher’s presentation called “Mind Your Business” explained how entrepreneurs at any age can take advantage of free business resources and workshops from the City of Phoenix. The City of Phoenix is committed to assisting aspiring business owners with advice regarding how to build a business plan, how to obtain funding for your business, how to do business with municipalities, how to take advantage of tax breaks, etc.

Anthony Ray, founder of Arizona Preps and Small Business Banker for Chase also was a speaker for the Showcase. Ray explained the dynamics of becoming a social entrepreneur. Ray’s admirable story about how he created a basketball program to help young men become exposed to college recruits explained how anyone has the ability to look at a social problem and create a solution.

The Young Entrepreneur Showcase had over a dozen exhibitors:

Embrace Today Concepts, Inc www.InspirationalDiva.com

City of Phoenix www.phoenix.gov

Write Way Solutions www.writewaysolutions.com

Key Connections, Inc MarketingMachine@cox.net

Excel Sports, LLC www.ExcelSports.org

Self-Employment Loan Fund www.selfloanfund.org

Arbonne International, www.ArbonneInternational.com

Anthony Ray, anthony.d.ray@chase.com

Pre-Paid Legal & Identity Theft Shield www.EnforceYourRights.com

Nouveau Riche University www.reinvestorsolutions.com/dgs

Maricopa Community Colleges Small Business Development Center

www.MaricopaSBDC.com

Ben Hill, DeeJay & President, King B Entertainment, Inc 480-695-5076

Southwest Institute of Healing Arts www.swiha.net

For more information on Allison Bell or Embrace Today Concepts please visit

www.EmbraceTodayConcepts.com.

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