

## BETH ZIMMERMAN SPEAKS AT ENTREPRENEUR 'BOOT CAMP'

**NEW YORK CITY/March 26, 2009/** -- Beth Zimmerman, principal of Cerebellas® LLC, a strategic advisory company, will speak at to new entrepreneurs on March 30 in New York City. Ms. Zimmerman is invited to address the Kauffman Foundation's FastTrac Program in support of displaced New York City employees looking to transition from their previous careers to ventures they can call their own.

"During this difficult economy it's particularly important to help others," says Ms. Zimmerman. "I'm delighted to lend my expertise and experiences to the next generation of New York entrepreneurs."

The FastTrac Program is one of several being promoted by New York Mayor Michael Bloomberg in a multi-pronged effort to stimulate business innovation and entrepreneurship. Mr. Bloomberg noted that, "Increasing the number of entrepreneurs will not only create new jobs, it will help create companies that – when the good times return – will be ready to capitalize on new opportunities."

Ms. Zimmerman will be speaking on the subject of market analysis, including competitive positioning, identifying target markets and pricing strategies. She was recommended by the New York chapter of the Entrepreneurs' Organization (EO), a global community of influential entrepreneurs. Ms. Zimmerman is a participant in EO's Accelerator Program for businesses looking to surpass \$1M in annual revenues.

Cerebellas® LLC finds hidden revenue potential in clients' businesses. The company focuses in market intelligence, business plan development and implementation for business-to-business organizations with a minimum \$2M challenge or opportunity in their market. More information is available at [www.cerebellas.com](http://www.cerebellas.com).

# # #