



217 Healdsburg Avenue
Healdsburg, CA 95448

Contact: Herb Liberman
707-318-3101, e-mail: herb@healdsburg.com

PRESS RELEASE

Webistree selected as first company to participate in Healdsburg Chamber of Commerce innovative Entrepreneurial Pathways Program (EPP)

The Healdsburg Chamber of Commerce is pleased to announce that Webistree, a local Healdsburg business, is the first company to participate in the virtual incubator program, called the Entrepreneurial Pathways Program (EPP).

Webistree provides one stop shopping to grow a business on line. The company combines a complete e-commerce platform with key built-in marketing activities and enhancements. Services provided under a reoccurring revenue model are web design, web development, SEO and other marketing services. The Webistree management team of Vickie Norris and Mark Elo are providing these services to local companies and organizations. The web site for Webistree is www.webistree.com.

Under the Memorandum of Agreement between the Webistree and the Healdsburg Chamber of Commerce, Webistree is being providing at no charge a variety of services to grow the business both in the area of revenue, profitability and personnel. Currently Webistree is being mentored by MONSON Communications, LLC which is headed by Melissa Monson with offices in Healdsburg and San Francisco. Melissa is advising on aspects of entrepreneurship such as strategic messaging, marketing, branding and product commercialization. Additional coaching is assisting with financing, sales training and hiring issues.

The Healdsburg EPP functions as a virtual business incubator serving startups and 2nd stage entrepreneurial companies through mentoring, coaching, technical advising, education, financial planning and introductions to potential investors, partners, customers and service providers. What distinguishes the EPP from other business mentoring programs is that the EPP can call on a vast array of business professionals, in all aspects of business, from among the 700 Healdsburg Chamber members to provide the necessary expertise. This no fee service is available to Healdsburg Chamber members.

If your company is interested in participating in the EPP, please contact Herb Liberman, Economic Development Coordinator at 707-318-3101, e-mail: herb@healdsburg.com.

Information about the Healdsburg EPP can be found at the following web site:

<http://www.healdsburg.biz/epp>