



News release

November 16, 2012

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**Gateway co-sponsors
retail success author**

Gateway Technical College will co-sponsor an event featuring Barbara Wold, a retail success author who will provide strategies, methods and techniques to increase business traffic during the busy holiday season – and beyond.

The event, free and open to the public, will be held 6 p.m. to 7:30 p.m. Nov. 20 at the SC Johnson Golden Rondelle Theater, 1525 Howe St., Racine. Doors open at 5:30 p.m. RSVPs can be made at www.scjohnson.com/visit, under “Schedule Your Tour.”

The event is presented by Downtown Racine Corporation in partnership with SC Johnson.

Wold is the author of “The Yearbook,” a retail success guide developed to provide today’s retailers with the tools they need to succeed. She is an internationally known retail industry speaker and considered an authority on building business through a customer-driven strategy.

Prepared by Gateway Technical College under award 06-79-05547 from the Economic Development Administration (EDA), U.S. Department of Commerce. The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the EDA or the U.S. Department of Commerce.

Gateway Technical College collaborates with communities in Kenosha, Racine and Walworth counties to ensure economic growth and viability by providing education, training, leadership and technological resources to meet the changing needs of students, employers and communities.

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