



CITY OF DURHAM
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News Release

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For Immediate Release: January 2, 2018

Share! Wondering how to establish market niche & social media presence? Register now for this FREE #Durham small business training on Jan. 13 @DurhamCountyLib Stanford Warren Branch to help maximize your business potential in the digital age.

Durham Offers Small Business Training on Maximizing Business Potential in the Digital Age

What: [Small Business Training: Maximizing Business Potential in the Digital Age](#)

Who: City of Durham Equal Opportunity/Equity Assurance Department, Durham County Minority and Women Owned Business Enterprise Program, Durham County Library, and The Institute

When: Saturday, January 13, 2018, from noon to 2 p.m.

Where: [Durham County Library Stanford L. Warren Branch](#)
1201 Fayetteville St.
Durham, N.C. 27707

Fast Facts:

- Discover how social media has impacted the way small businesses promote their products and services. Presenters will discuss community resources available to help business owners brand their businesses in the digital age as well as share strategies to develop market niche and establish social media presence.

- Participants are asked to pre-register for this free training seminar by contacting Senior Equal Opportunity/Equity Assurance Specialist Eric Miller by [email](#) or at (919) 560-4180, extension 17241.

About the Equal Opportunity/Equity Assurance Department

The City of Durham [Equal Opportunity/Equity Assurance Department](#) (EO/EA) is responsible for the implementation of the City's Equal Business Opportunity Program. Responsibilities include implementation of race and gender neutral measures to facilitate the participation of Underutilized Business Enterprises (UBEs) in contracting activity with the City. The department also administers the Small Local Business Enterprise Program (SLBE) which works to increase employment opportunities for residents through recruitment, certification, and maintenance of the SLBE data bank, business development, City project compliance, monitoring, and reporting. Guided by the City's [Strategic Plan](#), the department ensures that its services support making Durham a great place to live, work, and play by focusing on a strong and diverse economy, assuring that City efforts are innovative and high-performing, and supporting the stewardship of the City's physical and environmental assets.

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