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High Desert Opportunity Launches Redesigned Website and New Online Store

Victorville, Calif. – The High Desert Opportunity committee has just completed an extensive website redesign of www.highdesertopportunity.com. The overhaul includes the addition of an online store where customers can purchase tickets, exhibit booths and sponsorships online via credit card, a first for High Desert Opportunity.

The new website contains the latest information on the 28th annual conference taking place Thursday, October 15th, 2009 at the San Bernardino County Fairgrounds in Victorville, CA. The conference aims to draw “out of the area” business owners, commercial real estate brokers, developers and site locators to the High Desert region.

In addition to the online store, the website’s new sleek design boasts a photo gallery, speaker biography, sponsorship section, updated frequently asked questions and information on the popular Opportunity Theatre seminar. Attendees traveling from out of the area will be able to access maps and directions to the conference directly on www.highdesertopportunity.com.

Tickets and exhibit booths for the event have been selling fast but are still available for High Desert Opportunity. Along with the Opportunity Theatre seminar, this year’s program will feature the new addition of a virtual bus tour scheduled to premiere at the event.

This year’s keynote speaker is actor, author, economist, and pop culture icon *Ben Stein*. Mr. Stein may be best known for his cable television Comedy Central Quiz Show, “Win Ben Stein’s Money” that ran from 1997 through 2002, or as the professor in the *Ferris Bueller’s Day Off* movie, but he is also a respected economist. Mr. Stein graduated from Columbia University in 1966 with honors in economics. He graduated from Yale Law School in 1970 as valedictorian of his class by election of his classmates.

About High Desert Opportunity

High Desert Opportunity (HDO) is the premier High Desert event showcasing local businesses and development opportunities for new and expanding businesses. The goal of the event is to support economic growth and stability by attracting businesses and jobs to the High Desert. The region encompasses the cities of Adelanto, Apple Valley, Barstow, Hesperia and Victorville as well as portions of San Bernardino County. In its 28th year, High Desert Opportunity continually attracts over 1,000 attendees focusing on the benefits of doing business in the High Desert.

(More)

Past keynote speakers at HDO have included John Naber, Jack Canfield, Steve Forbes, Newt Gingrich, Oliver North, Terry Bradshaw and Elizabeth Dole among others.

Past conference sessions have included topics such as local real estate trends, transportation plans from Caltrans and development at Southern California Logistics Airport. The expo features local businesses, commercial real estate associates, the local chambers of commerce, local and regional government representatives from the High Desert. The event is organized by a volunteer group of approximately 40 local business professionals and community leaders dedicated to promoting economic growth in the region.

For more information or to purchase tickets to the 28th annual High Desert Opportunity conference, please call 760-245-7600 or visit www.highdesertopportunity.com today.

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