



FOR IMMEDIATE RELEASE

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HIGH DESERT OPPORTUNITY ANNOUNCES KEYNOTE SPEAKER FOR 2008 EVENT

VICTORVILLE, Calif.— Steve Sipe, 2008 President of High Desert Opportunity announced the keynote speaker for the annual business event, John Naber. Naber is a celebrated five-time gold medal winning swimmer, broadcaster and motivational speaker. Naber shares with his audience the skills, training and determination needed for success including goal setting, teamwork and ambition. Some local business leaders that have seen Naber's speak give his presentation a "gold medal". He will be available at the conference after the luncheon for autographs and to greet attendees.

This day-long event, scheduled for October 16 at the San Bernardino County Fairgrounds in Victorville, aims to draw out of the area business owners, managers and site locators to the high desert region. Local cities, chambers of commerce, the County of San Bernardino, organizations and other businesses come together at this conference, to showcase the desirable business climate in the Inland Empire North (High Desert). High Desert Opportunity marketing efforts extend beyond the high desert. Marketing for the event includes mailing to site locators and business owners, email blasts to the target market and ads in trade publications. In 2007, business owners, site locators and commercial real estate brokers attended the conference in record numbers, many from out-of-state.

A volunteer group of High Desert business and civic leaders coordinate the conference, which offers exhibitors exposure to developers, investors and financial institutions. The group remains focused on drawing potential new business to the High Desert and believes that Naber will add value to all attendee's conference experience.

The 2007 conference drew over 1350 attendees representing the fields of real estate, insurance, manufacturing, architecture and economic development, organizers said. In addition to the exhibit area and Naber's presentation, a morning program features local and regional speakers discussing the advantages the High Desert offers to new and expanding businesses.

If you would like to support the efforts by volunteering for the committee, please send an email to sdrake@vvdailynews.com. For more information on High Desert Opportunity, call (760) 245-7600 or visit their website at www.highdesertopportunity.com

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